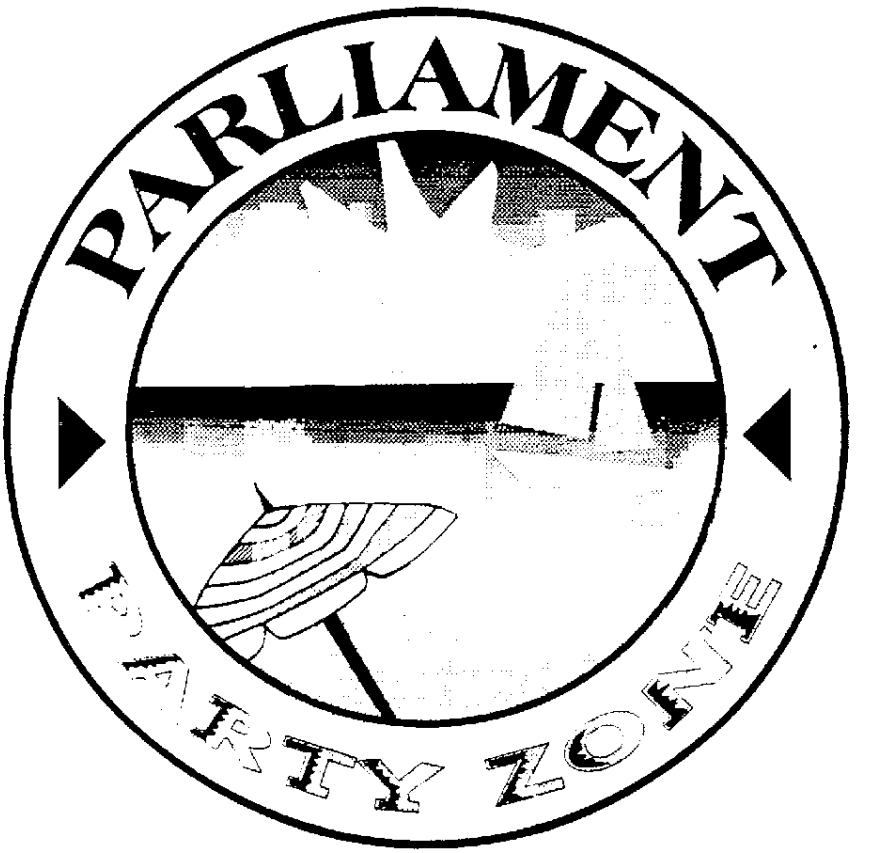

PROMOTIONAL GUIDE

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Parliament Party Zone
Promotional Guide

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Note: All elements and aspects of this training session are confidential and are not to be discussed with any individuals who are not part of this program.

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Promotional Guide

WELCOME

You are about to participate in an important marketing program for Philip Morris – the Parliament Party Zone promotion.

You have been selected for this program because of your strong personal skills, appearance, ability, enthusiasm and energetic attitude. Being part of the Parliament Party Zone Patrol, you will serve as "goodwill ambassadors" for the Brand – lending your creativity to both the success of the team and the overall program.

Remember, you will be representing Philip Morris, their local sales force and the Parliament Lights brand to the public. The way you interact with consumers will have a direct bearing on their attitude, opinion and subsequent purchase of Parliament Lights.

We are confident that you will fulfill this role and enjoy your time spent on this program!

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MANAGEMENT INTRODUCTION

- Philip Morris U.S.A.
  Corporate Offices, New York, NY

  Shelby Rafferty: Associate Brand Manager
  Lauren Steen: Assistant Brand Manager
  Edna Moore: Group Manager – Events
  Yvette Robinson: Event Manager
  Maria Medina: Event Coordinator

- GMR Marketing
  Corporate Offices, Brookfield, WI

  Caroline Petty: Vice-President – Marketing Development
  Charlie Belmore: Director – Marketing Development
  Pam Sturchio: Manager – Marketing Services
  phone: 414/786-5600
  pager: 800/381-8424

  Pete Lewis: Supervisor - Marketing Services
  phone: 414/786-5600
  pager: 800/381-8425

- TLW Modeling & Promotions
  Terri West – Franklin: President
  phone: (312) 645-0880

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GMR MARKETING

Background

GMR Marketing is a full-service marketing agency specializing in promotions. GMR possesses expertise in managing and coordinating special events from concept generation through execution. In addition to extensive work within the domestic U.S. market, GMR has executed numerous promotions overseas for Philip Morris International Inc. and a variety of other clients.

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PHILIP MORRIS U.S.A.

Background

Philip Morris Companies, Inc., is the largest consumer packaged goods company in the world. A highly diversified conglomerate, Philip Morris' subsidiaries include both Kraft Foods, Inc. and Miller Brewing Company. Philip Morris U.S.A, the tobacco division, manufactures and markets the highest quality cigarettes, including Parliament Lights, Benson & Hedges, Marlboro, Virginia Slims, Merit, Cambridge and other fine brands. Philip Morris is one of the largest, most successful and most respected companies in the world.

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PHILIP MORRIS U.S.A.

Cigarette Brands

Marlboro

Parliament Lights

Benson & Hedges

Virginia Slims

Merit

Bucks

Bristol

Player's Navy Cut

Cambridge

Alpine

Basic

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ABOUT THE PRODUCT

- PARLIAMENT LIGHTS, with the famous recessed filter, gives you a truly satisfying smoking experience - the perfect recess.
- PARLIAMENT LIGHTS - no other cigarette today can give you the unique smoking advantage of the famous recessed filter.
- With PARLIAMENT LIGHTS you get a tastefully light smoke in a low tar cigarette.

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Parliament Party Zone
Promotional Guide

PROGRAM OVERVIEW

Objectives

- Create visibility for the brand - Parliament Lights.
- Stimulate product purchase by adult smokers at club locations and future purchases.
- Generate names of smokers 21 years of age or older for the Parliament Lights consumer database.
- Generate excitement for Parliament Lights via a contemporary, life-style oriented promotion.

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Parliament Party Zone
Promotional Guide

PROGRAM OVERVIEW

Event Concept

As young adults enter the club, they will be entering the Parliament Party Zone.

- Signage

Temporary Signage

Banners: There will be three different sized banners (3'x5', 5'x5', and 4'x10'), all with the Party Zone logo.

Posters: There will be posters placed in areas that banners will not fit. The posters will promote the sweepstakes.

The posters will also be placed at retail accounts prior to the promotions, driving adult smokers to the participating Party Zone clubs.

Lighting: At flagship clubs, the Party Zone logo without the Parliament brand name, will be projected on the dance floor, walls and outside of the club. (Only if applicable).

At the satellite clubs, the Party Zone logo, without the Parliament brand name, will only be projected on the outside of the building.

Permanent Signage

Signs: The flagship Party Zone accounts will be given an electro-luminescent light sign which will convey the Party Zone theme.

Message Boards: Club owners will be able to post their specials on the Party Zone message boards.

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PROGRAM OVERVIEW

Event Concept (cont.)

- Retail
  During promotional hours, Parliament Lights will be sold at a discounted price of $1.00 per pack by a GMR cigarette person. (The product will also be sold at this discounted rate at the table kiosk.) In Boston, the club will be selling Parliament Lights at the discounted rate during the promotion.

  The participating clubs will stock Parliament Lights for the duration of the program.

- VIP Card
  Hand-out of the trifold piece: The VIP Card will be given to those wristbanded smokers 21 years of age and over who purchase 2 packs of Parliament Lights during promotional hours.

  This card has a lot of value – 10 minutes of free long distance calling, club discounts, clothing discounts and much more.

  Consumers MUST sign the VIP card at the kiosk.

  Throughout the program, we expect to distribute 2,500 survey cards. The distribution of the VIP Cards will be strictly monitored by the Market Manager.

- Table Kiosk
  A table will be placed in a highly visible area of the club. The table will serve as a home base for the Party Patrol. Consumers who are 21 years of age or older and a smoker can fill out a survey, obtain a wristband, purchase Parliament Lights for $1.00 (only in NY and PA) and receive nightly prizes. The table will also be the only location where the consumer can get their VIP card.

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Parliament Party Zone
Promotional Guide

PROGRAM OVERVIEW

Event Concept (cont.)

- Bar Materials
  The bar will be well stocked with Parliament Lights identified bar organizers, ashtrays, napkins, cups and coasters. If for some reason you see that the bartender has run out of any supplies, please alert your supervisor.

- Vehicles
  The Party Zone identified vehicle will travel throughout the market and will be present at all promotions. During promotions, the vehicle must be parked in a prominent location outside the venue. This vehicle will be maintained by the Market Manager and will only be driven by the Market Manager and a driver that GMR will hire.

- Postcard Photographs
  This will only be offered at certain club locations. Wristbanded consumers and their friends who are 21 years of age or older can get a photo taken and have it turned into a postcard right there. It only takes a few minutes. Consumers may choose to have their photograph superimposed upon a waverunner or parasail.

- Polaroid Photographs
  This is another exciting opportunity for wristbanded consumers to take home a photo with their friends who are 21 years of age or older in a cool Party Zone photo holder. One photo per wristbanded consumer.

- The Sweepstakes
  All consumers who are 21 years of age or older and a smoker who complete a survey are eligible to win the GRAND PRIZE – A 1996 Mustang Convertible. (Only in NY and PA)

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Parliament Party Zone
Promotional Guide

POSITION RESPONSIBILITIES

There are many different responsibilities and positions within the Parliament Party Zone. In order to fully understand the Party Zone Program, you must understand your teammates' roles.

- Surveyors

– Two surveyors and a Manager will be positioned at the table kiosk at all times. Consumers often walk past the table and wonder what the promotion is all about. It is your duty to welcome them to the Parliament Party Zone.

– The other surveyors will circulate through the club.

Surveyors responsibilities are as follows:

– Politely ask the consumer if they are 21 years of age or older and if they are a smoker.

-- *If no*, thank them and tell them that this is a promotion for smokers only.

-- *If yes*, invite them to complete a survey form. Upon completion, the surveyor should check the survey form and ask consumers to repeat their address to ensure accuracy. Inform them that by completing a survey they are eligible to receive free incentive items and will have a chance to win a 1996 Ford Mustang. Emphasize that we need the correct address and telephone number in order to contact them if they are a winner. The surveyor MUST check the survey form to make sure it is legible and that it has been fully completed including signature and date of birth. If it is accurate, offer the consumer a lighter and place a wristband on them. This wristband also makes them eligible to win merchandise incentives throughout the night.

– The wristband must be placed on the consumer to ensure that wristbands are worn only by smokers 21 years of age or older.

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POSITION RESPONSIBILITIES (cont.)

- Surveyors (cont'd)
  - As the consumer is filling out the survey, explain the benefits of the VIP card. In order to receive a VIP card the consumer:
    - -- MUST be a smoker.
    - -- MUST be 21 years of age or older.
    - -- MUST fill out a survey form completely and accurately.
    - -- MUST be wearing a wristband.
    - -- MUST purchase two packs of Parliament Lights and have the coupon that the cigarette person gave to him/her after purchase that night.
    - --MUST go to the Party Zone Table Kiosk area.

  - Alternating surveyors will also be responsible for walking through the club with the Polaroid camera taking photos of wristbanded consumers and their friends. One photo per wristbanded consumer.

  - Surveyors are responsible for incentive distribution. The Manager will coordinate drawings and contests throughout the night. Please remind the Manager if incentives have not be distributed in the last hour.

  - Incentives will only be given to wristbanded consumers.

  - One surveyor must always accompany the cigarette person in NY and PA. This allows the surveyor to speak to the smoker directly and have the consumer fill out the survey form so he/she is eligible for a VIP card.

  - Cigarettes will also be sold at the Table Kiosk. The Manager will handle the money. (Only in NY and PA)

- As a surveyor, you want to get the consumer excited about this great promotion.

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POSITION RESPONSIBILITIES (cont.)

- Cigarette Person (Only in NY and PA)
  There will be 2 cigarette salespersons per team. Only Parliament Lights will be available for sale at the discounted price of $1.00.

  The cigarette salespersons WILL NOT sell cigarettes to anyone under the age of 21.

  The cigarette salespersons will carry a tray and walk through the club. As consumers approach him/her to purchase Parliament Lights, he/she will explain the benefits of purchasing two packs of Parliament Lights to receive a VIP Card. One cigarette person will be positioned at the table to sell product.

Surveying Techniques:

- Speak clearly.
- Use the complete/correct name of the product – Parliament Lights.
- Do not stand chatting with other team members – split up and move throughout the crowd.
- Utilize product attribute statements when describing the product.
- Be professional – you are representing Philip Morris.

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Parliament Party Zone
Promotional Guide

TEAM IMAGE

- Represent Philip Morris – specifically the Parliament Lights brand.
- Appearance – professional and enthusiastic.
- Team uniform – neat, ironed and clean.
- Work Ethic – separation of work and social activity
  - Parliament Lights uniforms can only be worn during work hours. You may not stay at the club after we have completed the promotion. If you choose to go out after the promotion, please bring a change of clothes.
- All breaks MUST be approved by the manager on-site.

WE ALL WORK TOGETHER AS A TEAM!

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OVERALL TEAM RESPONSIBILITIES

- Scheduling Obligation
  - All team members will have a pre-set work schedule. If for some reason you are unable to work on your scheduled date, please inform your agency far enough in advance in order for them to obtain a replacement.
  - Team members will be required to sign-in and sign-out for each promotion in order to obtain their paycheck on a timely basis.

- Consumer Interaction
  - Friendly, polite, enthusiastic, and professional.
  - Detailed description by role discussed in next section.

- Reporting (to Manager)
  - Completed survey sheet
  - Consumer feedback

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Parliament Party Zone
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SPECIAL INSTRUCTIONS

- If a negative statement attacking you or the cigarette industry is made, the following response is suggested:

  "I regret that you feel that way. Thank you."

  or

  "I'm not sufficiently qualified to comment on that issue. Thank you."

- Before leaving your location, make sure that no litter from your promotional activity remains.

- Your manager will help you with any problems you encounter.

  – If someone objects to your actions at an assigned location, please do not argue. Ask the person to wait until your supervisor is available to speak with him.

  – Remember, handling complaints is your supervisor's job. If your supervisor is not immediately available, relocate. Do not argue.

  – You should not consent to interviews. Representatives of other companies may try to question you. If this occurs:
    - Tell them you are not qualified to answer questions.
    - Refer them to your supervisor.
    - Ask for their business card and submit it to your supervisor.

- IF A REPORTER ASKS FOR AN INTERVIEW, PLEASE TELL HIM YOU ARE NOT AUTHORIZED TO SPEAK TO THE MEDIA AND REFER THE INDIVIDUAL TO YOUR SUPERVISOR. IF YOUR SUPERVISOR IS NOT IMMEDIATELY AVAILABLE, GIVE THE MEDIA REPRESENTATIVE ONE OF THE MEDIA CARDS YOU HAVE BEEN SUPPLIED WITH AND REFER THEM TO PHILIP MORRIS U.S.A., MEDIA AFFAIRS, IN NEW YORK.

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ADMINISTRATIVE REQUIREMENTS

- Sign-In / Sign-Out
  - Upon arrival at the promotion and when leaving the promotion, you must sign-in/sign-out to ensure that you will receive payment.

- Surveys (overall team)
  - Consumer must fill-out surveys completely.
  - Surveys must be ACCURATE. Quality is primary; quantity is important but is secondary to quality.
  - Consumer must sign their name and give their date of birth in the appropriate box or the survey is invalid.

- Scheduling
  - Weekly surveyor schedules to be developed by TLW Modeling.
  - Make sure that you are aware of your staff and the back ups for the weekend.
  - Confirm all venues prior to the promotion.

- Reporting Summary
  - Sign-in sheet – Supervisor (hand-out)
  - Completed survey sheets – Supervisor (hand-out)

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COMMONLY ASKED QUESTIONS

Q: Do you sell this database list to anyone?
A: This list is only for Philip Morris' use - it will not be sold.

Q: Can I win the Mustang tonight?
A: No, the drawing will be held at the end of the program. You will be notified by mail if you are a winner. If you would like a list of winners, you may send a self-addressed envelope to the address on the back of the survey form.

Q: Do you need my phone number?
A: This information is optional but we would like it for our records.

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CERTIFICATION

This certifies that I have been instructed by representatives of Philip Morris U.S.A., or their designated distributing agency, on promotional guidelines and restrictions.

Print Name:_____

Signature:_____

Date:_____

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